



When asked, "What differentiates one Real Estate Agent from another?"

The answer is simple: "the agent's expertise, experience, lead generating systems, marketing plans, the number of successfully completed transactions per year and overall customer satisfaction."



Jodie Perzacki has been a Licensed Realtor and has worked with Realty Executives since 2001. In her 6 years of professional experience as a **full service agent** she has built life long relationships with her clients and co-workers. She believes that building **trust** and **strong relationships** helps her to achieve 100% customer satisfaction.

Like all of *Realty Executive Integrity* agents, **Jodie** is an independent executive. She is dedicated to providing all of her clients with extensive and comprehensive customer service.

Jodie's expertise helps clients realize the true value of their home to receive top dollar in a timely manner. She also loves helping buyers find the home that suites *all* their needs.

Jodie is a life long resident of Milwaukee and loves all that Milwaukee and it's surrounding areas have to offer. She loves meeting new people & helping them realize their dreams.

Jodie is married to a Milwaukee Firefighter and has a 5 year old son and a 2 year old daughter.



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The Best Company

The Only Company Named for its People...
Our Difference is the Key to Our Success.

◆ Founded in 1965

- ◇ “The original 100% Company”
- ◇ Company Built Around its People
- ◇ Designed to Support Experienced Agents, Providing Tools for Success
- ◇ Solid Foundation for Success

◆ National/International Market Penetration

- ◇ Ten Offices in the Greater Milwaukee Area
- ◇ International Markets and Referral Network
- ◇ National Ad Campaign
- ◇ Local Radio & Television Ad Campaign

◆ Employs “Top Producing” Agents

- ◇ Full-Time Experienced Sales People
(No Trainees, No Part-Timers)

◆ Corporate Culture & Belief System

- ◇ Professional Approach
- ◇ Relationship Orientation (Agent to Client)
- ◇ Recognizing the Key to Selling Homes is the Relationship between the Client and Agent
- ◇ Lead Control / Generation / Distribution
- ◇ Leads are dispersed Directly to the Listing Agent
- ◇ Lead Sources - Phone, Internet, Advertisements
- ◇ Professional Secretarial Staff

◆ Freedom

- ◇ Listing Agent Controls Entire Marketing Campaign *without* Interference from Management

◆ Self Promotion

- ◇ Listing Agent’s Name and Phone Number are Prominent on Signs and Advertisements

◆ Technological Enhancements

- ◇ Continual Phone System & Web-Based Solutions
- ◇ Company Branding/National Promotional Support

Custom Marketing Plan

Market Analysis

To determine your homes Fair Market Value, I...

- ☑ Analyze the recent sales and current listings within your geographical area.
- ☑ Complete a detailed inspection of your property



The market analysis enables us to develop a **target** market for your home... **generating the optimal number of prospective buyers.**

Marketing Strategies

- ☑ **Reflective Yard Signage**

- ☑ **MLS (Multiple Listing Service)** Entry with full details of your home entered into MLS within 24 hours of signed contract.



***MLS is a database, maintained by participating real estate companies, consisting of all the homes for sale within the Greater Milwaukee Area. With an MLS entry, your property will be exposed to thousands of agents and their buyers.

- ☑ **Custom Data Sheets**, complete with exterior and interior photos. Available on request, a data sheet box can be installed on the yard sign with additional data sheets advertising your home to the “drive-by-buyer”.

- ☑ **Direct Mailing Campaign** initiated with “Just Listed” Post cards

- ☑ **Open Houses**, per request, promoted with signage and advertisements



- ☑ **Web-Based Promotional Medians**

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- ☑ **Communication with you, with buyers and with other Real Estate Professionals.** All calls from the yard sign and advertising are directed to me. Appointments with Co-Broke agents are set with our professional secretarial staff, then I am immediately notified of the showing. All showings of your property receive prompt, courteous follow-up.

- ☑ **Reviews** At anytime, during the listing, you are invited to discuss any concerns or adjustments that may be needed. Within 60 days of the Listing Contract, you will be contacted to review pricing, the advertising, and overall marketing of your home. In addition, feed back regarding the price of your home will be received from the agents and buyers who tour your home. The feedback will be communicated regularly.

- ☑ **Print Promotional Medians**

Harmon Homes Magazine:
 Full Color ad circulated to approximately 23,000, covering five counties in the Metro Milwaukee area.



The Milwaukee Journal/Sentinel:
 The Milwaukee Journal is Wisconsin’s largest and most influential newspaper. It has a Daily circulation of 258,000 and a Sunday circulation of about 434,000.

CNI: Community Newspapers Inc.
 advertises in the Elm Grove Elm Leaves, Brookfield News, Wauwatosa News-Times, Greenfield Observer, New Berlin Citizen and West Allis Star.